Chicago Metropolitan Travel and Activity Inventory

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Timeframe

- 1 year contracting and design
- 1 year data collection
- 6 months closeout

Sample size

- Original goal: 15,000 households
- Final tally: 10,600 households

Sample method

- Dual Frame: RDD and Address-based
- Stratified by:
  - Population and job density
  - Proximity to transit
- Controlling for
  - Household size, income and age
  - Race, ethnicity
  - County of residence

Purpose

- Update existing regional travel model
  - Estimation, calibration, validation
- Strategic initiatives
  - New starts, congestion pricing
- Advanced model development
  - Activity-based, location choice, microsimulation

Chicago Metropolitan Agency for Planning

Costs

- $2.3M main data collection
  - $100K supplemental design needs
- $500K Northwest Indiana expansion
- 36 CMAP person months (senior)

Chicago Metropolitan Agency for Planning

Days sampled

- January 2007 to January 2008
- 1-day, 2-day
- Weekends part of 2-day pair
- Rolling monthly quotas

New technology

- In-vehicle and wearable GPS
- Web-based response

Decision to conduct

- CATS Survey legacy back to 1950s
- Originally intended for 2000 Census
- CMAP reorganization delayed until 2007

Budgeting

- 4 years UWP carried over by agreement
- IDOT rescued match

RFP

- Emphasized innovation
- Issued through IDOT
- Two responses
- NuStats selected

Expert panel

- November 2007
- 2 days at CMAP
- Reviewed design and pilot test

Integration with other surveys

- No formal integration
- Some concern of overlap with “on-boards”

Questionnaire development

- Focus on comprehensibility
- Sensitive to privacy

Special populations

- Transit Users
- Race/Ethnicity
- Low-Income

Issues and mid-stream adjustments

- GPS innovations
- Minority interviewer subcontract
- Compensate for low response

Data access, public use

- Early release of preliminary data
- Public use “anonymization”.

Data analysis

- Model calibration datasets
- Update trip generation
- Sample enumeration model
- General “sniffing about”.